

# Rocky Mountain National Park 100<sup>th</sup> Anniversary Logo Contest

## Creative Brief

**PROJECT:** Commemorating the 100<sup>th</sup> Anniversary of Rocky Mountain National Park

### WHAT IS THE ASSIGNMENT?

Develop a logo for Commemorating the 100<sup>th</sup> Anniversary of Rocky Mountain National Park

- Deliver mechanical artwork for logo
- Deliver logo style guidelines

### WHAT ISSUE ARE WE ADDRESSING?

Background on the creation of Rocky Mountain National Park: Rocky Mountain National Park was established by an act of Congress on January 26, 1915: "...and said tract is dedicated and set apart as a public park for the benefit and enjoyment of the people of the United States..."

Park Purpose: The purpose of Rocky Mountain National Park is to preserve the park's natural conditions and scenic beauties, its natural and historic objects and wildlife, and to provide the freest recreational uses consistent with this purpose.

Park Significance:

- Rocky Mountain National Park provides exceptional accessibility to a wild landscape with dramatic scenery, opportunities for solitude and tranquility, wildlife viewing and a variety of recreational opportunities.
- The fragile alpine tundra encompasses one-third of the park and is one of the main scenic and scientific features for which the park was established. This is one of the largest examples of alpine tundra ecosystems preserved in the national park system in the lower 48 states.
- The park, which straddles the Continental Divide, preserves some of the finest examples of physiographic, biologic, and scenic features of the Southern Rocky Mountains. The park contains the headwaters of several river systems including the Colorado River. Geologic processes, including glaciation, have resulted in a varied and dramatic landscape. Elevations span from 7,640 feet to 14,259 feet atop Longs Peak, a landmark feature.
- The park's varied elevations encompass diverse ecosystems where wilderness qualities dominate. Varied plant and animal communities and a variety of ecological processes prevail.

### WHO IS THE TARGET AUDIENCE?

- Rocky Mountain National Park first time, returning, and virtual visitors
- Rocky Mountain National Park communities – both far and near
- Learners – students, youth, and adults
- American Indian Tribes that associate with Rocky Mountain

- Rocky Mountain National Park Partners
- Rocky Mountain National Park employees and other National Park Service employees
- Rocky Mountain Nature Association and Concession employees

## **WHAT IS THE DESIRED RESPONSE?**

Vision: Rocky Mountain National Park's 100<sup>th</sup> Anniversary will encourage people to rediscover and reconnect with the wilderness, wildlife, and wonder that have inspired and continue to inspire visitors to Rocky Mountain National Park.

Mission: Rocky Mountain National Park's 100<sup>th</sup> Anniversary honors our rich cultural and natural history and celebrates the wilderness, wildlife, and wonder that inspires people to experience, connect with, and protect Rocky Mountain National Park.

## **WHAT KEY INSIGHTS WILL GIVE PROVIDE THE INSIGHT TO INSPIRE?**

The design needs to be an iconic Rocky Mountain image that is inspired by the slogan and acts as a call to action for people to think and act to protect Rocky Mountain National Park. The design should be universal to the entire park – both east and west sides. The design should inspire participation in park activities and stewardship that enhances our cultural and natural heritage.

## **WHAT ARE THE MOTIVATING POINTS TO SUPPORT THIS IDEA?**

The 100<sup>th</sup> Anniversary of Rocky Mountain National Park celebrates the wilderness, wildlife, and wonder that come together to make Rocky Mountain National Park a premier vacation destination and one of the gems of the National Park System. This celebration pays tribute to the natural scenic beauty that inspired early conservationists to support its protection and that continues to inspire visitors today. It honors the relationships that have grown up between the park and the surrounding community, and recognizes the role that Rocky Mountain National Park has come to play for the many individuals and families that visit seeking recreation, adventure, rejuvenation, and solitude. The 100<sup>th</sup> Anniversary Celebration recognizes the power of the past, the rich cultural and natural history of the park, and welcomes its influence in shaping and inspiring the management actions and stewards of the present and future.

## **ARE THERE ANY EXECUTIONAL CONSIDERATIONS (Brand Personality, Tone/Manner or Mandatory?)**

- Mandatory: Rocky Mountain National Park, 1915-2015
- Include removable tagline: Wilderness, Wildlife, and Wonder

- Tone/Manner: inspiring, engages multi-generations and cultures, and recognizes iconic features of what Rocky Mountain National Park protects. We are honoring an historic event, and Rocky's iconic images invoke tradition. With this said, the character also needs to be integrated with freshness. A key design challenge is to build on the tradition, but find a way to do so that is fresh and relevant to younger generations.
- Mark must be easily reproducible in a variety of sizes and potential placements
  - Traditional business system materials
  - Traditional media – print, broadcast and more
  - Online/social media and other new media opportunities
  - Retail signage and merchandise opportunities